

Message Text

LIMITED OFFICIAL USE

PAGE 01 BELGRA 06834 311549Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 075094

R 311230Z DEC 75
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 5131
INFO AMCONSUL ZAGREB

LIMITED OFFICIAL USE BELGRADE 6834

STADIS////////////////////////////////////

EO 11652 NA
TAGS: BEXP YO
SUBJ:ZAGREB FALL FAIR 1976

REF: STATE 297715

1. APPRECIATE VERY MUCH THOUGHTFUL AND CONSTRUCTIVE SPIRIT OF REFTEL. PRIOR TO ITS RECEIPT WE HAS CONSIDERED POSSIBILITY OF EMBASSY/CONGEN RECRUITMENT OF US FIRMS TO FILL REMAINING SPACE IN PAVILION, BUT THIS AGAIN CAREFULLY REVIEWED BY EMBASSY PRIOR TO ITS DECISION (BELGRADE 6833)

2. WE'VE HAD RECENT EXPERIENCE WITH EMBASSY RECRUITMENT OF US COMMERCIAL FIRMS FOR EXHIBITS IN YUGOSLAVIA. IN 1974, WITH SOME MODEST HELP FROM COMMERCE, EMBASSY RECRUITED FIRMS FOR US PAVILION AT NOVI SAD; IN 1975 WITHOUT ANY HELP, EMBASSY DID JOB ON ITS OWN. THUS WE ARE IN POSITION TO JUDGE FAIRLY ACCURATELY AMOUNT OF TIME AND EFFORT REQUIRED

FOR LOCALLY INITIATED RECRUITMENT, ARE FAMILIAR WITH AT LEAST SOME OF THE PITFALLS OF SUCH A TASK AND ARE ABLE TO ASSESS MOST EFFECTIVE TECHNIQUES FOR ACCOMPLISHING IT.

3. IN LIGHT OF THIS EXPERIENCE WE'VE CONCLUDED THAT DESPITE ADVANTAGES OF REDUCED RENTAL AND USIS PRESENCE CITED IN REFTEL, EMBASSY/CONGEN RECRUITMENT EFFORT NOT PRACTICABLE FOR 1976 AND IN ANY EVENT WOULD NOT PROVIDE FAIR TEST FOR COMMERCIAL PULLING POWER
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 BELGRA 06834 311549Z

OF ZAGREB FAIR. THERE WERE THREE CONSIDERATIONS WHICH LED US TO

THESE CONCLUSIONS:

A. OPTION SELECTED BY EMBASSY, 1000 SQ. MT. ENLARGED EXHIBIT WITH THEME "SATELLITES-SERVANTS OF THE SKIES," HAS LITTLE DIRECT OR INDIRECT TIE-IN WITH ANY DOMESTIC PRIORITY SECTOR; HENCE, LITTLE COMMERCIAL APPEAL FOR US FIRMS HOPING TO SELL IN YUGOSLAVIA IN 1976.

B. TIME REMAINING BEFORE OPENING OF SHOW: 8 MONTHS -- INADEQUATE FOR AN EFFECTIVE RECRUITING JOB, BEARING IN MIND FACT THAT US FIRMS DO NOT HAVE OFFICES IN YUGOSLAVIA; HENCE, RECRUITMENT WOULD HAVE TO BE REDIRECTED TO EUROPEAN OR US HEADQUARTERS.

C. FINALLY, NEITHER EMBASSY NOR CONGEN HAVE PERSONNEL TO SPARE FOR RECRUITMENT EFFORT, WHICH INVOLVES VASTLY MORE THAN MERELY CONTACTING US FIRMS. ON COST-BENEFIT BASIS WE BELIEVE OTHER PROMOTIONAL ACTIVITIES MUST BE GIVEN PRIORITY.

4. WE HOPEFUL THAT OPPORTUNITY WILL ARISE AGAIN INFUTURE . RECOMMENDATIONS IN BELGRADE 6003, IF ACCEPTED, COULD PROVIDE BASIS FOR FAIRER TEST OF COMMERCIAL VIABILITY OF ZAGREB FAIR AT SOME FUTURE DATE.
SILBERMAN

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 DEC 1975
Decaption Date: 28 MAY 2004
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BELGRA06834
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750451-0518
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975122/aaaaabmj.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: STADIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: STADIS
Reference: 76 STATE 297715
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 02 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 JUL 2003 by MartinML>; APPROVED <10 JUL 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AGREB FALL FAIR 1976
TAGS: BEXP, YO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006